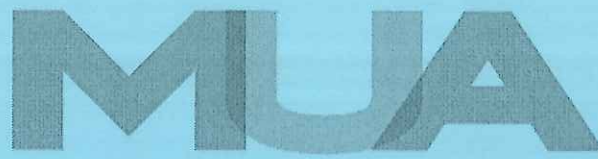


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UNDERGRADUATE UNIVERSITY EXAMINATIONS

SCHOOL OF MANAGEMENT AND LEADERSHIP

DEGREE OF BACHELOR OF MANAGEMENT AND LEADERSHIP

**MKT 301:                    ADVERTISING MANAGEMENT**

**DATE:                        3<sup>RD</sup> APRIL 2018**

**DURATION:    2 HOURS**

**MAXIMUM MARKS: 70**

**INSTRUCTIONS:**

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **SIX (6)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **THREE** questions.
6. Question **ONE** carries **25 MARKS** and the rest carry **15 MARKS** each.
7. **Write all your answers in the Examination answer booklet provided.**

**QUESTION ONE**

**Read the Case Study below carefully and answer the questions that follow:**

**WONDERWIPE TOILET TISSUE**

Peg has been doing packaged goods copywriting for Finch & Ascher (F&A) Advertising since graduating with a B.A. in Communications from General University three years ago. She has just been assigned to a new account for the agency, Wonderwipe Toilet Tissue. In her initial meeting with the client product manager, Clyde, she is briefed on the product, market and competition. Clyde explains that toilet paper (always euphemistically called "toilet tissue" in advertising) is generally purchased on the basis of one or more criteria: brand name, price, package size (sheets per roll), texture, design (colour/graphics) and strength. He explains that the Wonderwipe name is unknown since it is a new brand. It is to be a premium-priced brand and will be positioned against the market leader, Myrtle's, as superior along the colour/graphics dimension.

The brand comes in five never-before-used shades which studies show blend best with the most typical bathroom decors and the product sports graphics preferred by consumers. Clyde tells Peg that Wonderwipe's print and television advertising is to spoof the Myrtle brand as being plain and boring in appearance-the type of toilet tissue you'd be embarrassed to have guests see in your bathroom now that there is the aesthetically pleasing Wonderwipe. The mood is to be one of light humour, yet the message should be bashing in nature: Myrtle's is now definitely inferior and old-fashioned.

Clyde does not want the adverts to discuss package size because Wonderwipe will actually contain 25 fewer sheets per roll than Myrtle's (research shows that this will not be noticed by 90 percent of buyers and users), nor are adverts to mention texture (Wonderwipe is slightly less soft and squeezable than Myrtle's, but tests suggest that 85 percent of customers won't notice this difference). The advertising also will not describe strength (Wonderwipe is 20 percent thinner than Myrtle's, yet 80 percent of



customers fail to detect this difference). After her meeting with Clyde, Peg starts to wonder whether she should bow to the client's wishes.

**Required:**

- a) Identify three challenges faced by advertising agencies when dealing with clients. (6 mark)
- b) Discuss three ethical issues raised in the case study. (9 marks)
- c) Propose five solutions Peg could propose to Clyde on Wonderwipe tissues. (10 Marks)

**QUESTION TWO**

- a) Differentiate between advertising, Public Relations and Personal selling. (6 Marks)
- b) Explain three main strategies a company in a declining industry may employ as advocated by Michael Porter. (9 marks)

**QUESTION THREE**

- a) Discuss five ways an agency can maintain a successful client relationship. (10 marks)
- b) Assume that you were asked to develop a campaign for a client who believes that global warming is a political movement and has no scientific basis. Explain what you would consider to make the advertisement appealing. (5 Marks)

**QUESTION FOUR**

Discuss five different Unfair and Deceptive Practices in Advertising. (15 marks)

**QUESTION FIVE**

- a) DAGMAR is a marketing approach used to measure the results of an advertising campaign. DAGMAR is an acronym that stands for defining advertising goals for measured advertising results. Explain the five phases DAGMAR seeks to guide consumers through. (5 Marks)

- b) A company that produces cigarettes intends to start operating in a foreign country. Discuss three ways advertising of cigarettes may be regulated in the foreign country. **(10 Marks)**

#### QUESTION 6

Discuss the main factors to be considered when selecting an advertising media for a new range of cosmetics for men. **(15 marks)**